

MEDIA RELEASE



POLAR BEARS INTERNATIONAL® CHALLENGES TEENAGERS TO REDUCE CARBON EMISSIONS IN THEIR COMMUNITIES

Winning Team for 'Project Polar Bear' will Travel to the Polar Bear Capital of the World- Churchill, Manitoba, Canada on the Western Hudson Bay

San Diego, CA (April 20, 2010): Four teams of teenagers will travel from across the United States and Canada to San Diego to present how they are working to decrease carbon emissions in their communities. The teams from Louisville, Ky., Pittsburgh, Tulsa, Okla., and Winnipeg, Manitoba, Canada, are finalists for the 2009 Project Polar Bear contest hosted by Polar Bears International (www.polarbearsinternational.org/).

Each team created and carried out projects designed to decrease human impact on the arctic habitat of polar bears. Together, they reduced CO₂ by 100 million pounds!

- The Canuck Nanooks of Winnipeg encouraged residents to grow their own food and found recycled uses for cast off household products. They reached out to neighbors and developed five simple steps, outlined in their "Good Neighbor Pledge."
- Green Tree of Tulsa launched a campaign to reforest their community one tree at a time. Through community outreach, the emphasis was on how planting trees in Oklahoma can save polar bears thousands of miles away.
- Polar Bear Parkfection of Pittsburgh dedicated the social lunch hours at schools to inspire and educate peers; receiving over 65 student pledges to start their own gardens.
- There for Tomorrow of Louisville developed a kit for local companies to easily decrease their energy usage. The kits are an all-in-one replicable template.

"These teenagers know the fate of our iconic polar bear is in their hands," said Robert Buchanan, president, Polar Bears International (PBI). "Their actions and attitude have already helped reduce carbon emissions, and we're confident their generation will be the ones to keep the ice from melting and save the polar bear."

All of the finalists will receive a behind-the-scenes tour with the three polar bears at Polar Bear Plunge exhibit and a VIP tour of the San Diego Zoo. [Lowepro](#) is the Platinum Sponsor, providing the Grand Prize trip. Lowepro, a corporate partner of PBI's, is an industry leader in manufacturing eco-friendly products – that use up to 95% post-consumer recycled fabrics. Additional financial support is provided by [Frontiers North Adventures](#), the operator of the Tundra Buggy® Adventure in Churchill, Manitoba.

The contest has also been supported by regional zoos and aquariums including Tulsa Zoo & Living Museum www.tulsazoo.org/, Pittsburgh Zoo & Aquarium www.pittsburghzoo.com/, the Louisville Zoo & Aquarium www.louisvillezoo.org/).

The award ceremony will take place at 8:00 a.m. on Friday, April 23 at the Polar Bear Plunge exhibit at the San Diego Zoo. The teams are competing for a trip to Churchill, Manitoba, to study polar bears in the wild.

Polar Bears International received dozens of entries from the United States and Canada for the 2009 Project Polar Bear contest. For more information about the finalists, or to read blogs about their projects to reduce carbon emissions, visit polarbearsinternational.org/programs/project-polar-bear.

In 2008 Project Polar Bear contestants reduced carbon emissions by nearly 17 million pounds by implementing programs such as a no-idling rule for cars at local schools and exchanging eco-friendly light bulbs in all municipal buildings.

About [Polar Bears International](http://polarbearsinternational.org) (PBI)

Polar Bears International (PBI) is a nonprofit organization dedicated to the worldwide conservation of the Polar Bear. By funding scientific research and creating educational initiatives that teach the world's youth about the importance of environmental stewardship, PBI is able to inform, inspire, and empower people to learn about the challenges faced by these animals and help create solutions to ensure their survival. Visit PBI online at www.polarbearsinternational.org

About Lowepro

A key corporate sponsor of PBI, Lowepro (www.Lowepro.com) is internationally known for its purpose-built, professional-grade **camera bags, backpacks, shoulder bags**, and other protective cases. Founded more than 40 years ago by photographers, photo professionals, inventors, designers, and lovers of the natural world, Lowepro takes the words, "The Trusted Original," to heart. Lowepro sponsors the annual Project Polar Bear contest and underwrites the PBI Polar Population Studies.

About Frontiers North Adventures (FNA)

Providing authentic adventures in Canada's north. Since 1986, FNA (www.frontiersnorth.com/) has been creating unique itineraries and delivering amazing experiences for guests. Programs are geared to accommodate small groups of travelers with specific interests in experiential travel, photography, culture and adventure.

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